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REMARKS

This amendment is responsive to the Office Action of February 15, 2007.  
Reconsideration and allowance of claims 1 and 4-22 are requested.

The Office Action

Claims 1 and 4-15 stand rejected under 35 U.S.C. § 102(e) as being anticipated by Glorikian (US 6,343,317).

The present application, in general, describes a relatively simple technique for assigning information to a physical, or geographical location, and presenting the information in increasing detail as a presentation device approaches the physical location. Specifically, the present application addresses presenting information to the presentation device in a manner that facilitates dynamically providing increasing detail to a user approaching a geographic location to which the information is anchored. In a similar manner, the application addresses dynamically reducing the detail of anchored information that is presented to a user who is moving away from the geographic location. This has significant presentation advantages because the user is given more information about a location to which he is heading and less information about a location toward which he is not heading.

The Claims Distinguish Patentably  
Over the Reference of Record

Claim 1 calls for a “presentation control means for controlling the presentation of the information unit in dependence on the physical location of the presentation device and on the location to which the information unit is assigned *such that a full presentation of the information unit is permitted when the physical location of the presentation device and the location to which the information unit is assigned are substantially equal, and permitting a gradually limiting presentation of the information unit as distance increases between the physical location of the presentation device and the location to which the information unit is assigned.*” Glorikian fails to describe such aspects as recited in this independent claim.

Claim 10 has been rewritten in independent form to capture aspects not anticipated by Glorikian, in conjunction with the global positioning device previously

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set forth in claim 10. Claim 10 now sets forth “at least one storage device that stores location-anchored information associated with a specific geographic location; a presentation device that displays the anchored information and includes a Global Positioning System unit; a network that couples the presentation unit with the at least one storage device; and a presentation control means that *provides the anchored information to the presentation device at a variable level of detail, which increases as proximity to the specific geographic location increases*. Support for amended claim 10, as well as for certain new dependent claims, can be found in the specification, for example, at paragraph 14 and related Figure 2. Glorikian fails to describe such aspects as recited in this independent claim.

Claim 14 sets forth “controlling the presentation of the information unit in dependence on the physical location of the presentation device and on the location to which the information unit is assigned, such that a full presentation of the information unit is permitted when the physical location of the presentation device and the location to which the information unit is assigned are substantially equal, and permitting a *gradually limiting presentation of the information unit as distance increases between the physical location of the presentation device and the location to which the information unit is assigned*.”

Contrary to the Examiner’s assertions, Glorikian fails to disclose dynamically presenting scalably increased information detail as a user approaches a location. Rather, Glorikian merely sets forth an all-or-nothing information presentation depending on the user’s location. Moreover, the Examiner’s cited sections are silent with regard to the claimed aspect of gradually increasing information quality or quantity as a user or presentation device moves toward an anchored information location.

For example, in the rejection of independent claims 1 and 14, the Examiner asserts that Column 10, line 66-Column 11, line 2 of Glorikian describes the claimed aspect of gradually limiting presentation of the information unit as distance increases between the physical location of the presentation device and the and the location to which the respective information unit is assigned. However, the cited portion of Glorikian states that “advertisements sent to the traveler’s portable device may be updated as the traveler moves about, so that advertisements outside of

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the traveler's instant location are not presented." Thus, Glorikian does not describe gradually limiting information presentation as a dynamic function of increasing distance, but rather discusses an all-or-nothing approach to information presentation.

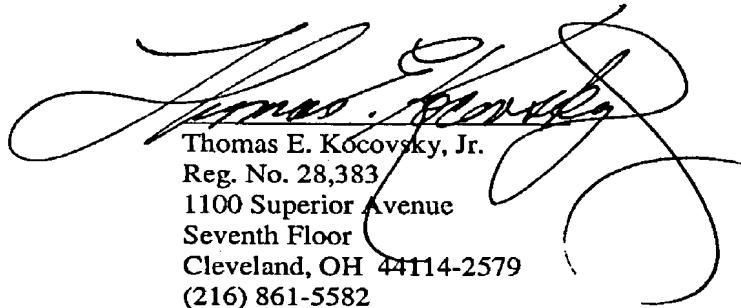
In view of at least the foregoing, it is readily apparent that Glorikian fails to anticipate independent claims 1, 10, and 14 (and claims 4-13 and 15-22, which depend respectively there from). Accordingly, withdrawal of this rejection is respectfully requested.

### CONCLUSION

For the reasons set forth above, it is submitted that claims 1 and 4-15 distinguish patentably over the references of record. An early allowance of all claims is requested.

Respectfully submitted,

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